



U5 YOUNGER
URBAN MIX

F1 SCHOOL-AGE
FAMILIES

Population:

544,485
(1.43% of Canada)

Households:

233,657
(1.55% of Canada)

**Average Household
Income**
\$74,040

**Average Household Net
Worth:**
\$256,103

House Tenure:
Own

Education:
Mixed

Occupation:
Mixed

Cultural Diversity Index:
Low

Sample Social Value:
Ethical Consumerism

Who They Are

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (*Obedience to Authority*).

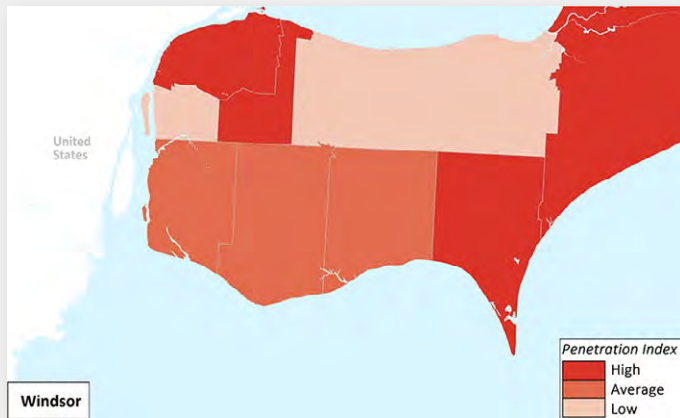
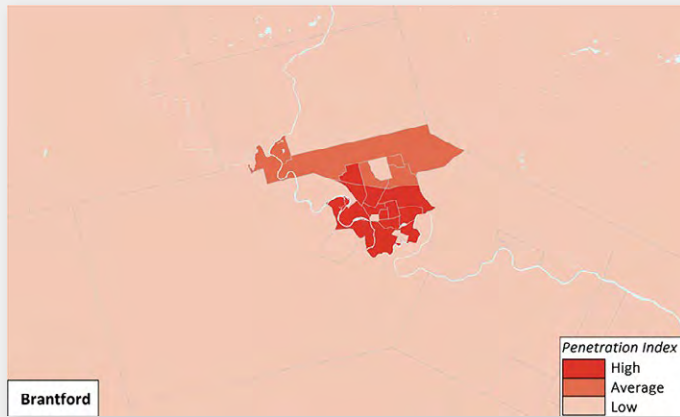
With its mixed age profile, Value Villagers features a wide range of popular activities, from quiet pursuits like making crafts and knitting to swimming, hunting and snowboarding. Many households enjoy gambling, making regular excursions to casinos and closer-to-home lottery kiosks. Major sports fans, they like watching baseball, curling, CFL football and skiing on TV. Without deep pockets, they tend to be bargain shoppers and members of every rewards program they come across. For their DIY projects they head to Lowe's, Home Depot and Home Hardware and shop at Mark's, Walmart and Value Village for clothes. They patronize most mainstream fast-food and fast casual restaurants at high rates. Back home, traditional media provides the entertainment. They're a strong market for TV channels like DIY Network, Bravo! and Showcase, and radio stations that play classic rock, new country and retro '80s music. They rarely subscribe to newspapers but like to flip through gardening, nature and celebrity magazines. And they're selective in their Internet use, going online to send messages, download coupons and make purchases. And post COVID-19, this segment is most looking forward to attending sports events.

How They Think

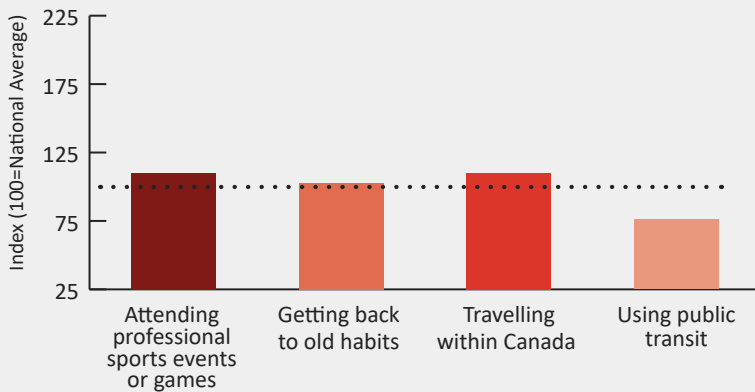
Socially progressive, the members of Value Villagers support unconventional definitions of family and accept diversity within families (*Flexible Families, Racial Fusion*). Even in matters of spirituality, they choose their own path (*Religion a la Carte*). They see the value of learning from other cultures and enjoy being part of a crowd as a way to connect with other groups (*Multiculturalism, Attraction For Crowds*). They sometimes feel a *Need for Escape* from the responsibilities of their daily routine and are uneasy about the uncertainties and pace of change in the modern world (*Aversion to Complexity*). They would prefer to scale back material expectations, live simply and focus on what is truly important in life (*Voluntary Simplicity*). When faced with conflict, they try to see both sides, assessing them analytically and nonjudgmentally (*Introspection & Empathy*). As consumers, they often take into consideration whether a product is eco-friendly and whether the company selling it is a good and ethical corporate citizen (*Ethical Consumerism, Primacy of Environmental Protection*). To those ends, Value Villagers residents believe smaller companies tend to operate in the public's best interest better than large corporations (*Confidence in Small Business*).

60. VALUE VILLAGERS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

sewing/knitting
 exhibitions/carnivals/
 fairs/markets
 art galleries
 parks/city gardens



SHOPPING

Value Village
 Mark's
 Home Depot
 craft supply stores



TRADITIONAL MEDIA

FX
 DIY
 classic rock radio
 gardening magazines



INTERNET

real estate sites
 receive store offers by SMS
 access home décor content online
 purchase groceries online



FOOD/DRINK

tortilla wraps
 condensed soup
 decaffeinated coffee
 Chinese restaurants



FINANCIAL

mutual funds
 credit unions
 guaranteed life insurance
 donate to religious groups



AUTOMOTIVE

domestic compacts
 domestic intermediate cars
 domestic compact SUVs
 buy used vehicles



SOCIAL

Snapchat
 Pinterest
 Facebook
 YouTube



MOBILE

discount mobile providers
 discount coupons on
 mobile phone
 watch TV on tablet
 career/job search on tablet



HEALTH

visited an optometrist in
 past six months

ATTITUDES

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"The country should hold a strong position in the world"

"New technologies are causing more problems than they are solving"

"I like being in a large crowd"

